



## Gift Card Multiplier Program Program Overview



### **PROGRAM OVERVIEW**

This program, a partnership between the City of Wray and Wray Chamber of Commerce is intended to stimulate retail sales for Wray businesses that have been most negatively impacted by the Coronavirus COVID-19 pandemic due to government-imposed restrictions on “non-critical business”.

The Gift Card Multiplier program matches dollar for dollar the value of any gift card or certificate purchased from an eligible retail establishment within the Wray City Limits up to **\$500 per cycle**. (Example: \$50 gift card purchase generates a \$50 match to the business directly from the program fund).

### **Cycle Schedule:**

Cycle 1	Requests Due	6/2/2020
Cycle 1	Requests Reviewed	6/3/2020
Cycle 1	Cycle Payout	6/8/2020
Cycle 2	Requests Due	6/9/2020
Cycle 2	Requests Reviewed	6/10/2020
Cycle 2	Cycle Payout	6/19/2020
Cycle 3	Request Due	TBD

### **SECTION 1: TARGETED SECTORS**

Wray Chamber of Commerce members that meet the following criteria qualify for the Gift Card Multiplier Program:

- Businesses that were mandated to close by state order
- Businesses limited to curbside, delivery, or take out services due to state order
- Businesses negatively impacted financially by state orders

### **SECTION 2: FUNDING AVAILABILITY AND ELIGIBILITY**

The Gift Card Multiplier Program is administered jointly through the City of Wray and Wray Chamber of Commerce. The maximum annual budget is subject to change year to year. Funding for this program is made available through the City of Wray’s annual budget process and City Council approval, and the Wray Chamber of Commerce. The City and Chamber of Commerce reserve the right to terminate or modify this program at any time prior to approval, based on financial availability. This program will be suspended for the year when funds have been expended.

. Applications will be reviewed and processed as per the schedule above. All applications received after the annual budget for the program has been expended are ineligible for funding. During review of applications, the City and Chamber will determine the total amount of eligible reimbursement for each business based upon information provided from requestor, maximum match per business, and total funds available.

### **SECTION 3: APPLICATION AND PROGRAM PROCESS**

1. Apply for program through the Wray Chamber of Commerce
2. Sell gift cards to customers

- a. Purchases can be made directly on the Chamber of Commerce website, or tracked on the form provided by the program administrators.
  - b. Collect proof of purchase for each transaction when submitting request via tracking form.
3. Submit request to Chamber of Commerce
  - a. Submit as per schedule above.
4. City and Chamber of Commerce will review and provide explanation of funding or lack of funding to all applicants.
  - a. Reimbursement for this program may take up to 30 days to review, process, and issue.

#### **SECTION 4: SCORING RUBRIC**

Prior to submitting a formal application, parties may inquire as to the eligibility for the program based on sections 1 of this document. The initial response shall in no way represent definite findings or be construed as an expression of intent or obligation of the City of Wray or Chamber of Commerce for approval of matching funds. The pre-application eligibility inquire shall be deemed to be proprietary information and shall be kept confidential. Program administrators will only consider incentives for businesses that are members of the Chamber of Commerce, submit a complete formal application, and proof of purchase for all gift card sales.